



Cristy Nix



How to find your *Business* voice



Create. Communicate. Connect.

If you feel marketing is nothing but drama, sucking up your time and not getting you the results you really are after, then you are probably doubting your skills, your gifts, your talent, and whether you should really be doing this anyway, right?

And who wants that!

You have created a message to share that is just this side of brilliant. You are pulled to share it for a reason, now we just need to help you get clear on the best way to put yourself out there and it all comes down to knowing who you are.

That is bringing your business in soul alignment. It all comes down to communicating your creativity in your own authentic way. That is all marketing really is, communicating in a way where your ideal, best client self-identifies that they have the problem you are solving, and you have a solution that will help them.

Simple right?

So, where do you start? Here are a few exercises to help you find YOUR way of communicating, so you can shift HOW you market your services in a way where you feel comfortable AND your audience will totally get you + what you are offering.

So, let's get started!

Finding your voice starts with knowing your brand

And by brand, I mean YOU! It's all about you + how YOU work best + how you want to work. I know there is a lot of stuff out here on how to develop your brand, I've been there, taken the training, classes, + workshops and found out something crazy! I had to know ME first before I could do any of that stuff. Who knew, right?

So, let's start there. You first have to know who you are + how you best communicate with others. This could apply to any relationship, not just your client relations, but we'll stick with business today. Finding your marketing voice is a combination of your core communication style + your wisdom personality style.

Your Communication style can be one or a combo of 3 styles, but usually one is primary: charismatic, conversational, or creative.

Let's define these to help you get clear on which best fits you:

1. Charismatic: Usually this person who is rather charismatic where people are naturally drawn to you because of your big personality or humor? Do people tell you "there is just something about you?"
2. Conversational: loves to talk to people. People are drawn to your voice and remember it. People might have told you they love your voice or loved talking to you. This is how they connect with you.
3. Creative: you feel your work speaks for itself, and marketing is a means to an end...one you usually would rather avoid if possible. People LOVE your work, it moves them and inspires them.

So, which one resonates most with you? If you have any doubt or want some help getting clear, just send me a note at cristy@cristynix.com. Trust your gut on this. Do what feels strongest.

Now, let's talk about your business personality style. I call it your Wisdom style. This is the natural way you offer information to transform the lives of your clients. I know you have heard a lot of the "Gurus" out there telling you if you do this, then you will get this. The charismatic ones are out in the forefront and are the heavy hitters in the industry of coaching for instance. There are 4 types of wisdom styles: Guru, Guide, Connector, and Supporter.

Which one feels more like you?

1. Guru: is passionate to sell an idea. Their philosophy is "I know what you need to do, and if you do it my way, you will get the same results". Their audience wants to be told what to do, and they buy from you because they admire you.
2. Guide: is passionate about pulling your truth out of you. Their philosophy is "You already know what you need to know, and I am here to help you figure it out." Their audience wants to feel empowered + connected, and you need to trust them to buy from them.
3. Connector: is all about connecting people + resources. They are passionate about connecting the dots to be of service. Their philosophy is "I know your problem, and here is someone to solve it for you." Their audience admires + trusts them, and buys because they feel you know the right solution for them.
4. Supporters: are passionate about someone else's idea, and wants to help them put it out into the world. They are the best VP you will ever have. Their philosophy is "I love what you do, and I'm happy to help you share it with the world." Their audience buys from them because they feel you will get the job done + they trust you + your skills.

Which one of these feels MOST like you? If you feel pulled to more than one, that's fine, but you should have a dominant wisdom style.



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So, where do you start? Here are a few exercises to help you find YOUR way of communicating, so you can shift HOW you market your services in a way where you feel comfortable AND your audience will totally get you + what you are offering.

1. Your Brand: And by brand, I mean YOU! It's all about you + how YOU work best + how you want to work.
2. Your Audience: your niche which is the combination of your target audience + What they want + why.
3. Your communication or Marketing Channels: the easiest ways to connect with your ideal clients so they respond to you.

So, what is the key to all this working together? YOU. Yep. I know it is simple, but it's the truth. I know there is a lot of stuff out here on how to develop your brand, I've been there, taken the training, classes, + workshops and found out something crazy! I had to know ME first before I could do any of that stuff. Who knew, right?

So, let's get started. Here are a few questions I will walk you through to help you find your own voice.

1. Your Branding (you): branding awareness + your personality

Your branding awareness is how you communicate best. There are 3 different ways to communicate: Charismatic, conversational, + creative. Which one feels most like you?

Charismatic:

Conversational:

Creative:

Now, let's look at your personality + specifically how you share your wisdom. Listen to know which one resonates with you most. There can be up to 3, but there is a primary we want to focus on.

Guru Style:

Guide Style:

Connector Style:

Supporting Style:

Which one resonates or feels most like you?

2. **Your Audience:** this is also a focus of niching. Who you are targeting with your communications? Here are some questions to get you clear here, too.

Who get the biggest results of working with you?

Who "gets" what you can do for them?

Who can pay for your services?

Why do you feel connected to these people?

Why do you want to serve them?

Getting clear on your niche (which centers on your audience) will give you specific places to put yourself out there to get in front of them.

3. **Your Channels or Strategies:** I know there are so many ideas + information out there about what these should be. We have a lot of options with technology these days. So, for this instance, I want you to focus on 2 things: How you feel comfortable putting yourself out there + how you connect with your audience so they self-identify that you can solve their problem.

Here are some questions for you:

Using your communication style, let's brainstorm some ways you can use your voice to reach your audience:

Now, let's help your audience to self-identify: This is all about knowing the problem you solve.

What is your solution?

What problem needs this solution?

What are they doing to cause this problem?

What are some of the symptoms of the problem?

The symptoms are bullet points + great titles for what you talk to in your communications. The problem is how you help them get clear on where they are + where they want to go, which is your solution. Make sense?

So, combining all these facets that stem from knowing who you are, will create natural and accurate communications with your ideal clients. No selling because you are sharing your wisdom and solving their problem. They know + like you because you know who to talk to them so they hear you and trust what you say is your truth + something resonates with them.

If you find yourself stuck or having questions, just email me and we'll chat: cristy@cristynix.com.

I hope you got some a-ha's from this exercise and I look forward to seeing great things from you!

Exciting Stuff!

C